

FSC-37-B		2/25/98	
SUBJECT: DORAL CTS Semi-Permanent Floorbase Display			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	<input type="checkbox"/> Sales Rep	
<input checked="" type="checkbox"/> ROM		<input type="checkbox"/> Retail Rep	

(Please distribute to Sales Representatives.)

Objective: Clarify use of the DORAL CTS semi-permanent floorbase display, Item #538883.

Purpose: Ensure Field Sales clearly understands display use and maximizes selling opportunities.

- A unique and impactful DORAL semi-permanent floorbase display (Item #538883) has been developed to use in CTS outlets for promotional and regular product.
 - Initially, this floorbase should be placed in CTS accounts to display the March 5-pack sleeve promotion.
 - Field should order the display "direct store delivery" to arrive in conjunction with March 5-pack promotion. (Utilize the March sell sheets to explain to retailers and ensure display is maintained on location on-going.) If necessary, use the DORAL \$10 carton display payment to incent retailers on one-time basis.
 - Once promotion is sold through, display should be used to promote regular DORAL cartons. (Reversible header cards are included with the display and should be used to communicate pricing.)
- Display should then be used for the June B8G2F CTS promotion. Field should order POS Kit (Item #542294) which includes promotion-specific header cards.

Program Contact: Evan Toulon, extension #6316

R. J. REYNOLDS TOBACCO COMPANY

51845 4986

To: Noonan, R, Alessandra, C, Ridge, Robert, Burrows, Robert, Smith, Richard A., Cote, Raymond A., Leonard, John M., Norris, Chuck H., Sheft, S N., Macleod, Stephen, Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Miller, D S., Whiting, James R., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Martin, Holly G., Pianowski, Robert J., Wallon, Laura J.

From: 1610 - Buffalo ROU (BRZEZIE)

Posted: 2/26/98 8:27

Opened: 2/27/98 8:36

Subject: FWRD: DORAL CTS Semi-Perm Floorbase Dis

forwarding the following - a copy will be sent to all RR's in this week's mailing.....

===== <Forwarded Letter> =====

From: Davis, Carla C.

To: 1610

Subject: DORAL CTS Semi-Perm Floorbase Display (

Posted: 02/25/98 13:14

Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 Transport) IPM.Microsoft Mail.Note

From: Davis, Carla C.

To: 1000 - North East Sales Area

- 1100 - Boston Region
- 1110 - Boston ROU
- 1140 - Boston Chain
- 1200 - New York Region
- 1210 - New York ROU
- 1240 - New Jersey Chain
- 1244 - New York Chain
- 1300 - Philadelphia Region
- 1310 - Philadelphia ROU
- 1340 - Philadelphia Chain
- 1600 - Buffalo Region
- 1610 - Buffalo ROU
- 1642 - Syracuse Chain
- 1645 - Buffalo Chain
- 1700 - Pittsburgh Region
- 1710 - Pittsburgh ROU
- 1740 - Pittsburgh Chain
- 1742 - Harrisburg Chain
- 1744 - Cleveland Chain
- 1800 - Cincinnati Region
- 1810 - Cincinnati ROU
- 1840 - Cincinnati Chain
- 1842 - Louisville Chain
- 1844 - Columbus Chain
- 1846 - Indianapolis Chain
- Albers, Gary <KAM> 1846
- Alessandra, Cheryl <AM> 1645
- Battle, Herbert <AM> 1642
- Belniak, Mike <KAM> 1140
- Bomgardner, Denny L. <KAM> 1340
- Burke, Helen <AM> 1142
- Casabella, Terry <AM> 1842
- Coleman, Brian <KAM> 1744
- Cunningham, David L. <AM> 1740
- Divito, Patrick <AM> 1740

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Trimm, Krysti <AM> 2640

Ward, Jeffrey <AM> 2148

Wass, James A. <KAM>

Weber, Fred <RBM> 2600

Williams, Duane <ROM> 2610

Subject: DORAL CTS Semi-Perm Floorbase Display (FSC-37-B, 2-25-98)

Date: 1998-02-25 13:14

Priority: 3

Message ID: 8767E11A2BADD1119FCE00805FE5605F

Conversation ID: DORAL CTS Semi-Perm Floorbase Display (FSC-37-B, 2-25-98)

Attachments:

FSC37B.DOC

[[FSC37B.DOC : 4642 In FSC37B.DOC]]

CC: MacWilliams, Lori, Ames, Janet E.

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